

- 2 -

AMENDMENT TO CLAIMS

IN THE CLAIMS

Please amend claims 1, 8, 18 as follows. A copy of all pending claims and a status of each claim is provided below.

1. (Currently Amended) A method for tailoring information to characteristics of an information user, comprising the acts of:

- a) passing a request object containing at least one profile element to an arbiter;
- b) actively selecting, by analysis of the at least one profile element, a personalization engine from a plurality of personalization engines by the arbiter, the arbiter refining and altering a selection based on a number and type of the profile element;
- c) accessing a content database to retrieve a personalized content object identified by the personalization engine selected by the arbiter.

2. (Original) The method of claim 1, further comprising the act of passing the personalized content object to an application program.

3. (Original) The method of claim 2, wherein the application program is a web browser.

4. (Previously Presented) The method of claim 1, further comprising the act of sending the request object over a communication network.

5. (Original) The method of claim 4, wherein the communication network is the Internet.

- 3 -

6. (Original) The method of claim 1, further comprising the acts of:

- d) accessing a profile database that stores profile elements associated with the request object;
- e) retrieving from the profile database at least one profile element associated with the request object; and
- f) including in the request object the at least one profile element retrieved from the profile database.

7. (Original) The method of claim 1, wherein the plurality of personalization engines comprises at least two personalization engines selected from the group consisting of a rule-based personalization engine, a predictive-modeling personalization engine, and a collaborative filtering personalization engine.

8. (Currently Amended) Apparatus for tailoring information to characteristics of an information user, the apparatus comprising:

- a) an arbiter for accepting and analyzing a request object, the arbiter refining and altering a selection based on a number and type of at least one profile element contained in the request object; and
- b) a plurality of personalization engines for selecting at least one personalized content object from a content database;

- 4 -

wherein the arbiter selects a personalization engine from the plurality of personalization engines by analysis of the at least one profile element, and the selected personalization engine selects the at least one personalization content object from the content database.

9. (Original) The apparatus of claim 8, further comprising output logic for passing the at least one personalization content object to an application program over a communication network.

10. (Original) The apparatus of claim 9, wherein the communication network is the Internet.

11. (Original) The apparatus of claim 9, wherein the application program is a web browser.

12. (Previously Presented) The method of claim 1, further comprising selecting a personalization engine using at least one of an object-oriented analysis and an expert-system analysis process.

13. (Previously Presented) The method of claim 12, wherein the expert-system analysis comprises at least one of rule based analysis, model based analysis, and knowledge based analysis.

- 5 -

14. (Previously Presented) The method of claim 1, further comprising the arbiter analyzing at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

15. (Previously Presented) The apparatus of claim 8, wherein the arbiter is configured to receive a request object from a user and a profile element from a profile database.

16. (Previously Presented) The apparatus of claim 8, further comprising at least one of an object-oriented arbiter and an expert-system arbiter.

17. (Previously Presented) The apparatus of claim 8, wherein the arbiter is configured to analyze at least one of a date of the request object, a user identity, a user shopping history, and a user usage path.

18. (Currently Amended) A method for tailoring information delivered to a user, comprising:

an arbiter selecting a personalization engine by analysis of at least one profile element; and

the personalization engine selecting a personalized content object to tailor information provided to the user.

- 6 -

19. (Previously Presented) The method of claim 18, further comprising the arbiter receiving a request object from a user, and sending the selected personalized content object to the user's application program.

20. (Previously Presented) The method of claim 19, further comprising the arbiter receiving a profile element from a profile database.